Remarks

In the Office Action, the Examiner has rejected claims 1 - 16 as being unpatentable as being obvious in light of prior art patents. Particularly, claims 1 - 6 were rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent 5,615,342 of Johnson ("Johnson"), claims 7 - 10 were rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent 5,615,342 of Johnson ("Johnson") in view of U.S. Patent 6,195,646 of Grosh et al ("Grosh"), claims 11 - 14 were rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent 5,625,776 of Johnson ("Johnson II"), and claims 15 - 16 were rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent 5,625,776 of Johnson ("Johnson II") in view of U.S. Patent 6,195,646 of Grosh et al ("Grosh"). The Applicant's undersigned attorney respectfully asserts that all of pending claims 1, 3 - 17 are patentable over all of the references cited for the following reasons.

35 U.S.C. §103(a) Rejections

The Examiner rejected independent claims 1 and 11 under 35 U.S.C. §103(a) as being unpatentable over U.S.

Patent 5,615,342 of Johnson ("Johnson") and U.S. Patent 5,625,776 of Johnson ("Johnson II"), respectively. Particularly, the Examiner asserts that the Johnson patents disclose some of the limitations provided by these independent claims and that the limitations which are missing from these patents would be an obvious manner of design choice. The Examiner further asserts that it is well known that equipment information would be used in a quotation.

The Applicant's undersigned attorney asserts that none of the pending independent claims 1 and 11 are disclosed, suggested, or rendered obvious by Johnson, Johnson II, Grosh et al, or any combination of the references. Particularly, claims 1 and 11 has been amended to more clearly show that the system includes at least one first portion which are each made up of a list (plurality) of selectable component fields. Further, component fields are "broken down" into two distinct sub-groups, namely required components and optional components. As shown in the pending application at page 9, line 19 - 23, these required products or equipment must be selected to generate a quote. This novel feature ensures that the quotation generated is accurate

for every piece of equipment that is being selected from the first portion. (See e.g. Pending Application at page 3, lines 12 - 14).

The Johnson references do not provide this novel "required" component field as well as an options field within a informational template. Nowhere in the Johnson references is there a disclosure or suggestion that the informational templates are sub-divided into selectable component fields which, in the case of the "required" fields, must be selected to generate a quote.

Instead the Johnson patents only provide a pre-defined list of queries that are made to the customer to generate a quotation that is "tailored" for that individual (e.g., is he/she a golfer or a boater?) and displays pictures of the products in situations that are related to the individuals tastes. Nowhere in the Johnson patents do the limitation that the quotation cannot be generated if certain "required" components are not selected. In this manner, Johnson and Johnson II suffer from the drawback of potential inaccuracy that the pending application teaches away from.

Claims 1 and 11 have further been amended to show that after the component fields for a certain piece of

equipment/product is selected, then the quotation template automatically receives and displays information on the selected components (by copying) in separately delineated portions of the quotation template. This provides the benefit of allowing the "contained information to be quickly and easily scanned." (Pending App. at page 4, lines 2 - 3). The Johnson patents, however, specifically teach away from providing a separately delineated "list" of quoted components and instead teach toward a customized proposal that "links" together product textual information with product pictures, environmental pictures, and environmental text describing the product in particular settings or environments. See e.g., Johnson at column 2, lines 10 - 53. In other words, the Johnson patents provide a customized brochure which is tailored for a specific purchaser to overcome the overly general "generic brochures" currently on the market. By linking these disparate (and oftentimes unimportant) information together in the quotation, the Johnson references may create an aesthetically pleasing "quote", it does not and cannot provide the selected information in

separately delineated portions which are easily and quickly scanned by the customer.

For all these reasons, the Applicant's undersigned attorney asserts that none of the pending independent claims 1 and 11 (and the claims that depend therefrom) are disclosed, anticipated, or rendered obvious by any of the references of record and therefore further asserts that claims 1, 3 - 17 are patentable.

For all of the above stated reasons, Applicant's undersigned attorney asserts that all of the pending claims 1, 3 - 17 are in condition for allowance. Such allowance is therefore respectfully requested. If the Examiner has any further questions regarding this matter, he is invited to call Applicant's undersigned attorney at (248) 324-7787.

Respectfully submitted,

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Van S. Mabrito

Serial Number: 09/636,696

Filed: 08/11/2000

Examiner: Theopolis E. Stewart

Group Art Unit: 3629

CERTIFICATE OF MAILING UNDER 37 C.F.R. 1.8

I hereby certify that the foregoing Amendment and Response to Office Action is being deposited with the United States Postal Service in an envelope as First Class Mail addressed to the Commissioner for Patents Mail Stop: Non-Fee Amendment, Commissioner for Patents P.O. Box 1450, Alexandria, VA 22313-1450 on this 13 day of August 2003.

By: _____
Steve Clemmons